

PROFITABLE

BABY
CHICKS

DIAMOND
STRAIN

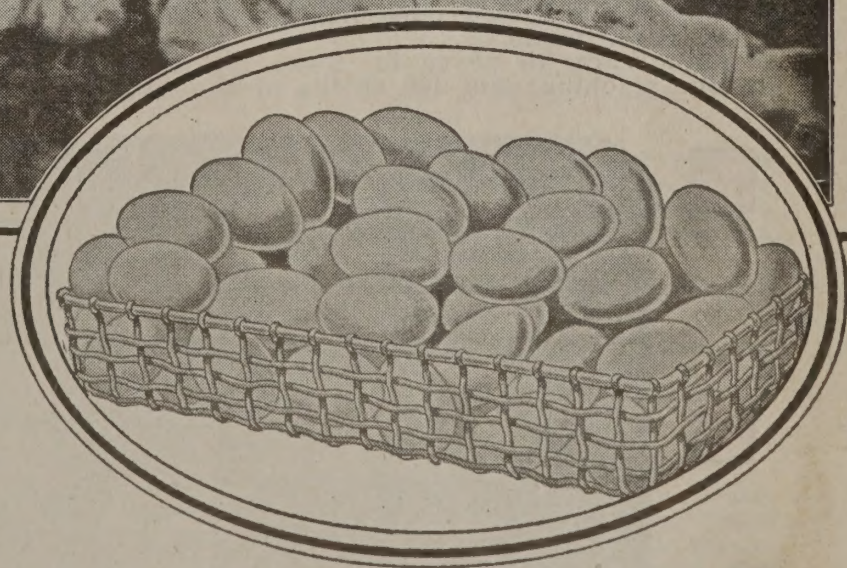
PURE BRED
POULTRY

Hatching Eggs

Brooders and Supplies



*The Poultry Business
is the sure road
to wealth*



Knoxville Poultry Farms and Hatchery
KNOXVILLE, IOWA

Greetings

Hello Folks:

We are very much pleased to meet you all and present you with our 1929 Poultry and Chick Book.

We are here to serve, please and make you money. I have been actively engaged in the poultry and hatching business for the past twelve years, and previously to that time raised more or less poultry, so I have had a world of experience in the poultry and hatching business, and Mrs. Dennis has been my right hand helper.

I have culled and mated the majority of the flocks for the past five years from which we will get our eggs for hatching, and all of our flocks are Cert-O-Culd, and our flock owners have a certificate showing they are culled by a licensed judge of the American Baby Chick Producers Association, according to the Standard of Perfection as to health and big egg production.

I believe in my Diamond Strain of chicks because I have handled the flocks and know they come from high producing ancestors, because every egg that goes into my incubators is selected for size, because they are hatched in the Petersime Electric incubator that has proven to hatch the largest and best chicks, and they always insure fine peppy quality chicks.

I know the quality and the livability of my chicks so well that I do not hesitate to guarantee them for 30 days. Read particulars on page 11.

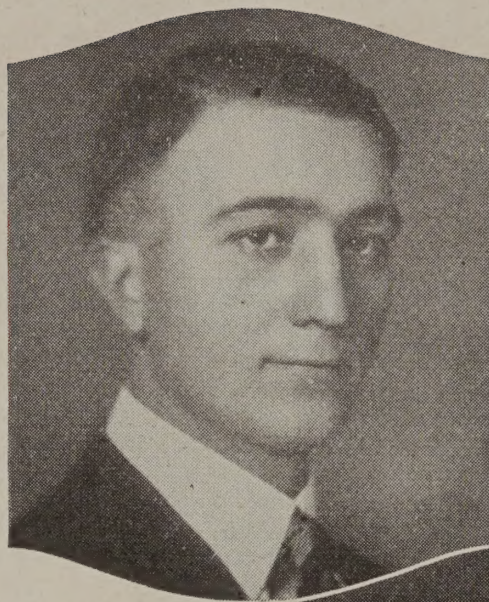
Please read this book through because it is helpful and gives rare bargains and will help you to make a greater success of your poultry. If you have any poultry problems do not hesitate to ask our advice.

Please send us your orders. We want to show you how well we can serve you.

BE FRIENDLY—WRITE US.

Your Poultry Friends,

MR. AND MRS. A. E. DENNIS.



A. E. DENNIS
Poultry Expert



MRS. A. E. DENNIS

The Most Modern Equipment Available in Our Hatchery

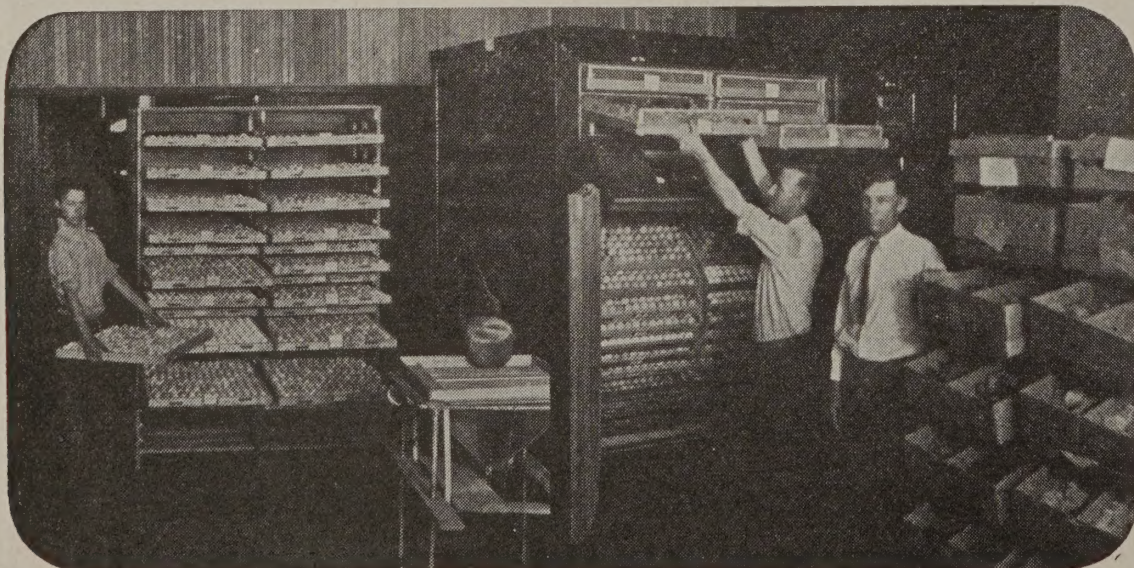
Our hatchery building is well located, just off the public square of Knoxville, and is well adapted for our business, hatching chicks and handling a full line of poultry supplies, feed, etc. of which we carry the best.

Our incubators are the electric Petersimes—the latest word in hatching equipment and produce the strongest and most healthy chicks of any incubator made.

We are ready to prove it. Take 100 chicks from our machine, and 100 chicks of the same

breed hatched in any other make of incubator, and our chicks will weigh the most, they are the most fluffy, more lively, and will grow faster with the same care. Of course, ours has the advantage of being the Diamond Strain from culled choice flocks, which I have had charge of for years, and they are the genuine Cert-O-Culd.

Remember the Diamond Strains are from superior flocks, handled carefully, hatched right, and will be right for you and build up your flocks, and be very profitable.



A corner in our Electric Petersime Hatchery. The very latest in equipment.



DIAMOND STRAIN CHICKS *are* PROFITABLE



**You take no
risk in deal-
ing with us**

ESTABLISHING CONFIDENCE

We have been in business a long time and every one around Knoxville knows us and our poultry activities, but this book will go to strangers so we are offering good references.

Our IRON-CLAD Guarantee

BABY CHICKS

I guarantee 100% live delivery and that 99% of my customers will get extra chicks and that my DIAMOND STRAIN will be large, healthy, fluffy, vigorous, a week old in appearance and true to name.

EGGS FOR HATCHING

I guarantee all eggs to be from pure-bred egg-tested strains as represented. In case less than a 50% hatch results, I will replace at ½ the regular prices.

PURE BRED STOCK

I guarantee all birds to reach you promptly and in good condition and to be exactly as represented.

BANK REFERENCES

CITIZENS NATIONAL BANK

Knoxville, Iowa, Sept. 3rd, 1928.

To The Public:

I have known A. E. DENNIS, manager of the Knoxville Poultry Farm and Hatchery for several years as a poultry expert and has been very successful in assisting the farmers in this community with their flocks in culling, mating, and combating diseases.

He is upright, reliable and honest and I believe will give everyone a square deal and I do not hesitate to recommend the Hatchery under his supervision.

CITIZENS NATIONAL BANK,
By E. L. JOB, Ass't. Cashier.

CHAMBER OF COMMERCE

Knoxville, Iowa, Oct. 26, 1928.

To Whom It May Concern:

This is to certify that I am acquainted with A. E. Dennis, who is manager of the Knoxville Poultry Farm and Hatchery of this place. I have known him for several years, operating a hatchery and has been very successful as a poultry expert.

He is reliable and honest and believe will give everyone a square deal and take pleasure in recommending the Hatchery and believe all transactions will be treated satisfactorily.

C. C. LOYNACHAN, Pres.
Knoxville Chamber Commerce.

Why Our Customers Will Stay With Us Year After Year

There is a reason. It is because your interest and patronage and your success is our highest aim. We please you by giving big value for your money. We please and serve you so well that you will want to come back to us year after year. To our new friends, we solicit your business and are always ready to co-operate and serve. We want your business because we know we can please you with our DIAMOND STRAIN so much that you will be a regular customer.

We know that we can serve you in your poultry needs for years to come. When you make money with the DIAMOND STRAIN you are making a success of the poultry business.

SERVICE is a sacred word to us and we pride ourselves in giving the very best in selecting, breeding, culling and handling our flocks for high fertile egg production that will produce fine, large, strong, vigorous chicks, the kind that win and make money. We say it with quality.

How to Order

Order Early

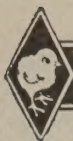
USE AN ORDER BLANK or carefully itemize your order on separate sheet. Do not mix your letter and order on same page. Send your order as quickly as possible. If shipment is not desired at once, send your order now with a remittance to suit your convenience and the balance can be sent a few days before shipping date or we will ship C. O. D. Early orders help me to give better service and you save money on the early order discount.

How to Send Money

The best way is by Postoffice Money Order, Express Order or Bank Draft. Currency must be sent by registered letter. I will also accept checks when it is more convenient and you have money in the Bank. There is a penalty however, when checks are drawn without money on deposit. Small amounts may be sent in stamps. If in a hurry send money by telegraph. Send in your order any way it is convenient for you.

NOTICE—If you come to the hatchery you will save ½ cent per chick from list prices.

Diamond Strain Stands for Quality, Service, and a Square Deal



DIAMOND STRAIN CHICKS are PROFITABLE



—with Diamond Strain

Diamond Strain Flocks are MONEY MAKERS

The quality of chicks is the greatest factor and determines the profits you are to make. People that produce a superior product have a big advantage over those who produce "average" or "ordinary" stuff.

The poultry raiser that produces poultry that is better than his neighbors will get more eggs for the same amount of time and money spent for food and care, the poultry attains greater weight, makes quicker broilers—which means more money.

The DIAMOND STRAINS are real money-makers because they fulfill all the requirements of profitable poultry. The parent stock is of the best strains in the country, the flocks are carefully culled and mated by experts, and the eggs hatched properly—which all means that the chicks you get are the very best—real profit makers—and we therefore call them the DIAMOND STRAIN because they are the most valuable of all, and the kind for you to raise.

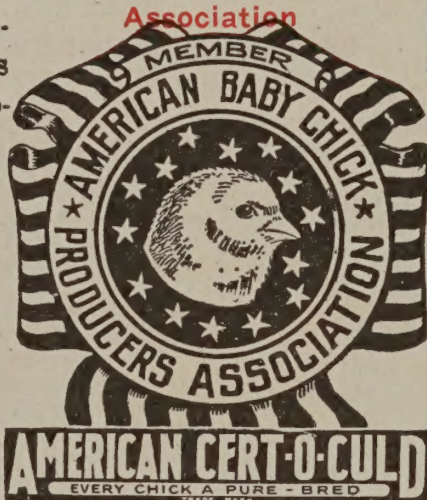


An Association Organized To Protect You—The Buyer

We are Members of this

Association

It stands for something to belong to an organization such as the American Baby Chick Producers Association. Its members are pledged to be honest and upright and treat their customers on the square. Their flocks must all be culled by the Cert-O-Culd methods by experts who have taken a rigid examination and passed with a good grade. They are given a certificate by state authorities to do culling. These experts keep the



flocks up to Cert-O-Culd standard and make selections for our Diamond flocks with my assistance.

Many of our flocks are blood tested for Bacillary White Diarrhoea, and some of our flocks are trap-nested, although a Cert-O-Culd expert can select the good layer and take out the drones from a flock. This is your protection and guarantee of quality.

The Diamond Strain will be a WINNER for you

No other business offers such sure opportunity as the poultry business to so many people or in so many locations. It is hard to believe that a shoemaker with little experience in the poultry business could make over \$50,000 in five years, but this is an actual fact.

You have heard of a man at Rocky Ford, Colo., who started with a setting hen, and 15 eggs and has made over \$75,000 from poultry in a few years, and has the finest farm in the state.

I know a young man with some experience in the poultry business when a boy, that started with baby chicks in the poultry business in Kansas with a capital of \$46.00 and in 4 years he made over \$30,000 and had good values to show for it besides making a good living. Name and address upon request.

You have also read of Mr. A. T. Peterson of Knoxville, Tenn., a business man that switched over into the poultry business, and made a wonderful success and more profit than any other business.

Thousands of women all over the United States without capital have made success and become rich raising poultry. Then why not you? It is your opportunity. DIAMOND STRAINS will start you.



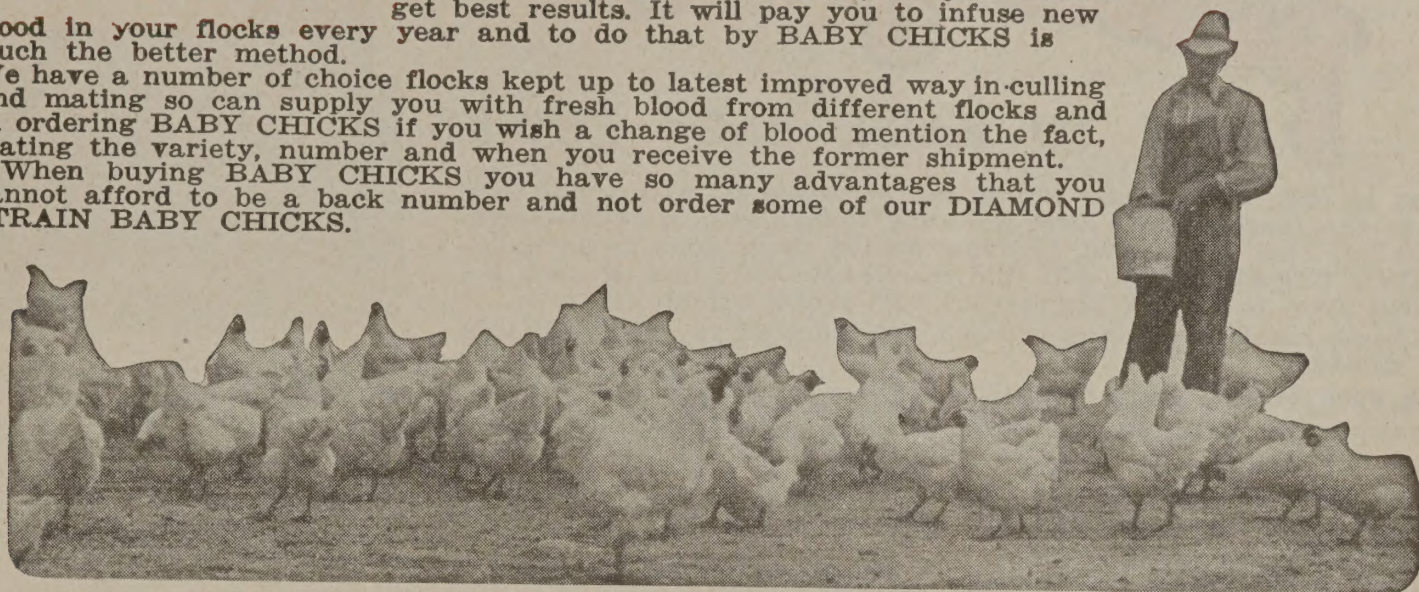
Use Diamond Strain to build up your flocks

blood in your flocks every year and to do that by BABY CHICKS is much the better method.

It is an undisputed fact that it is necessary to change your flocks occasionally if you would get best results. It will pay you to infuse new

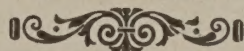
We have a number of choice flocks kept up to latest improved way in-culling and mating so can supply you with fresh blood from different flocks and in ordering BABY CHICKS if you wish a change of blood mention the fact, stating the variety, number and when you receive the former shipment.

When buying BABY CHICKS you have so many advantages that you cannot afford to be a back number and not order some of our DIAMOND STRAIN BABY CHICKS.



Why should anyone sweat and slave in a store, shop, factory, or other occupations not congenial or profitable when it is their divine right to live in a garden with poultry, fruit, vegetables, and flowers to enjoy the sunshine and bring health and happiness to themselves and family.

The poultry raiser can start in the business with less capital and with less land than any other line of business, and make more money.



12 good reasons why you should buy Diamond Strain

1 The greatest reason is because of the high quality in every chick of the Diamond Strain that lives and are easy to raise.

2 Because of such a successful record in building up such remarkable flocks and thousands of pleased customers.

3 Because you can save money in buying the Diamond Strain, as prices are so reasonable considering the high quality and actual worth of these chicks.

4 Because of the vigor and constitution of the Diamond Strain. Nowhere can you find a more rugged, more hardy, and stronger race of poultry.

5 Because the flocks are carefully inspected and tested for egg production. All free range flocks with only one flock on a farm with every effort concentrated on that variety.

6 Because the Diamond Strain is the most profitable to raise. Heavy egg producers. The drones and non-layers have been culled out for years in the past.

7 Because the Diamond Strain of Baby Chicks are hatched right and in the most perfect incubator made, which puts life, vigor, health, vitality and pep into the chicks.

8 Because you get service in buying the celebrated Diamond Strain of Baby Chicks. We have a service department which spares no pains to please and assist you to make a success.

9 Because our Baby Chicks come from flocks with a good record and are the product of careful mating selecting and culling in the past.

10 Because they combine the beautiful with the useful. Beautiful colors and form with utility in producing meat and eggs at lowest cost.

11 Because you are fully protected with our strong guarantee and you take no risk in sending for Diamond Strain Baby Chicks. You will get a square deal in every way.

12 Because you want and should have the best and can get it in the Diamond Strain without paying a high price or a premium over other hatcheries.

NOW, FOLKS, DO YOU NOT THINK THAT WITH ALL THESE GOOD REASONS AND STRONG ARGUMENTS THAT YOU SHOULD SEND YOUR ORDER TODAY?

Valuable poultry information

HOW TO RAISE BABY CHICKS

90 to 95% of the Baby Chicks can be raised to maturity if they have the proper care. First get Baby Chicks from a good reliable hatchery that has good breeding behind them, such as our DIAMOND STRAIN. You will find the DIAMOND STRAIN can be relied upon to raise a big percent with proper attention.

Chicks must be properly brooded, not allowed to get overheated or chilled.

A good brooder stove and a brooder house is necessary to get best results with least effort. We offer the best for the money. A great deal depends on the proper feed for success. There are a great many feeds upon the market. Most of them good, some not so good.

We have a wonderful formula secured from foremost poultry authority and proven by many careful tests and actual trials in raising chicks. We have tested a good many combinations of feed products and believe we have a feed that



Little Ruth likes to help with the Big Diamond Chicks.

is superior to any brand made.

We call our feed the Diamond Brand and we are selling it at a price that all can afford to buy it. See elsewhere about this wonderful feed.

Chicks should positively not be fed before they are 48 to 60 hours old. Nature has provided a good reason for this. Full directions are sent with every order of chicks.

Feeding is important and governs profit

Feed regularly a mixed ration, or a variation is best. You can mix your own feed after the chicks are six to eight weeks old. If you are a farmer and have your own grain you can use equal parts of corn, oats and wheat, have them pulverized and use one-half this mixture and one-half of our good Diamond feed both for chicks and a laying feed. This will reduce the cost, keep the chicks growing and if they are not doing well change the feed and methods.

Fresh water should be accessible all the time. A dry or slightly moist feed in a good self feed hopper should be before them at all times.

It takes sufficient and proper feed regularly to produce lots of eggs and you can't go wrong with the DIAMOND feeds.

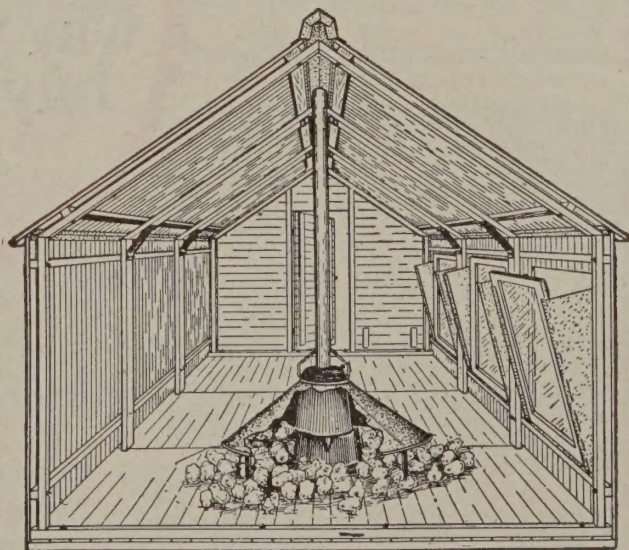
Use proper feed at all times with proper housing and the right strain of poultry and the result will be larger and more satisfactory return on your investment.

For quick development and sturdy growth Chicks need proper housing

There are no set rules for the proper type of houses. Many kinds have proved successful just as the many types of dwelling houses are successful.

Here are some necessary things, a successful house must be dry, providing plenty of fresh air, without draughts, have lots of sunlight, using plenty of this new substance, Ultra-Violet Ray material Flexo Glass. It is durable, convenient and easy to clean. Don't build in unsanitary surroundings, don't build close to granaries, cribs, or barns. Face building south; make north, east and west sides windproof. Provide good drainage, make doors wide enough to use wheelbarrow and avoid long houses with air tight partitions. They cause draughts. Build perches on the level, provide one nest for every 4 or 5 hens, use disinfectant and white wash inside houses twice each year or more.

We offer a very fine house which we can recommend as being the most scientifically built and we can guarantee it in every way. See page 30 then send us your order for one of them.



Diamond Brooder House
Described on Page 7



DIAMOND STRAIN CHICKS *are* PROFITABLE

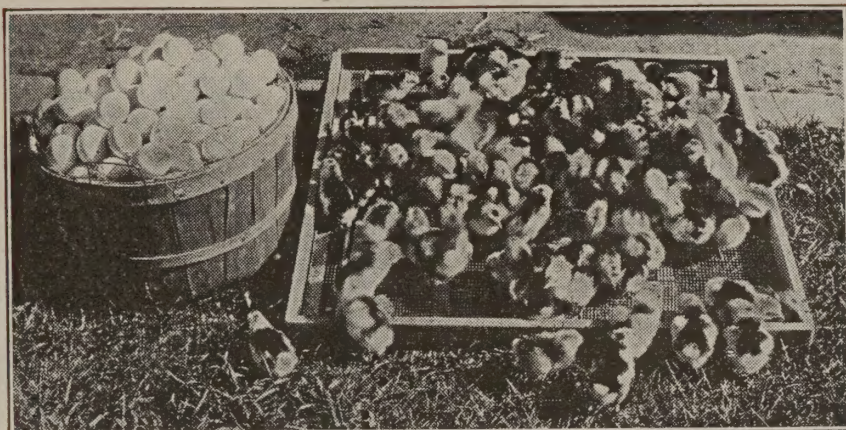


Our Customers and Friends Say It With Words of Praise for Our Diamond Brand of Chicks

The best reference any one can give is a pleased customer.

I just wish I could print more of the splendid letters our customers send us. I have only space for a few and then so many have called and thanked us in person for the fine Diamond Chicks received of us.

Send us your order or come and see us and you will also be a pleased customer.



I don't know what you think about it, but when it comes to real beauty, I don't know where you could find anything more beautiful than a bushel of large pure white eggs and a bunch of quality Diamond Strain Anconas.

NICEST CHICKS EVER RECEIVED IN DELAFIELD, WIS.

Dear Friend: Delafield, Wis.
The chicks arrived here at 9 o'clock this morning, and they are O. K., not a dead one in the lot. The postmaster said it was wonderful not to see a few dead ones in the bunch and they were the nicest chicks he ever saw. Thanking you for your service, and the chicks, and with best regards, and good luck to you,
I am, C. A. BADINGER.

CHICKS SHIPPED ACROSS THE CONTINENT AND RECEIVED IN GOOD CONDITION

Gentlemen: West Boylston, Mass.
I received the chicks last Saturday morning and there were only four dead, which the extras took care of, and I am very pleased with them and hope that I will have good luck.
Yours very truly, J. O. WICKSTROM.

CHICKS ARE FINE, WHICH IS LIKE ALL DIAMOND STRAINS

Dear Sirs: Stillwater, Minn.
The chicks you sent me are all fine. They were a bit weak when they came, but recovered very rapidly. We only lost 12 chicks out of the fifty-two. I think this is splendid. We also received the Gladioli bulbs, planted them, and they are all coming fine.

MRS. ED PONATH,
2009 No. Third St.

PARTRIDGE WYANDOTTE FEELING FINE

Dear Friend: Apponang, R. I.
I received the Partridge Wyandotte March 27th all O. K. and he is feeling fine. When I want any more I will call on you. Thanking you for same, I remain,
Yours truly,
WM. KLINE.

CHICKS ARRIVED IN GOOD CONDITION AND LOTS OF EXTRAS

Dear Sirs: Noble, Iowa.
Chicks arrived in good condition last evening, 207. Thanks for the promptness and extra chicks.
SHERM SWARTZENDRUBER.

PROUD OF THEIR BUNCH OF CHICKS—BEST THEY EVER SAW

Ainsworth, Iowa.
Dear Mr. Dennis:
Chicks received on first of April. Have done well. I've a bunch to be proud of and their feathers surely are nice, the best looking chicks I've ever bought from a hatchery. Many thanks to you and hope you have good success.
Respectfully,
MRS. DAN CLINE.

EGGS HATCH WELL AND CHICKS LIVE

E. A. Dennis, Mgr., Otley, Iowa.
Dear Sir: Knoxville, Iowa.
Dear Sir:
The setting of Houdan eggs arrived safely with only one cracked and in due time hatched 11 sturdy chicks of which we still have 10 at two weeks of age. I thank you very much for the good treatment and consideration you have shown us.
KATIE B. RIGOULOT.

DIAMOND CHICKS RIDE 2,000 MILES IN SAFETY AND PLEASED

Dear Mr. Dennis: East Longmeadow, Mass.
Chicks arrived all O. K. They are fine and I am well pleased with them. Yours truly,
GEO. F. BRADLEY.

DISTANCE NO BARRIER. ALL THE WAY TO MANITOBA, CANADA IN FINE CONDITION AND GAVE SATISFACTION

Dear Mr. Dennis: Shoal Lake, Man., Can.
I am writing to tell you that we are very well pleased with the chicks that you sent me. There were twenty-seven in the bunch and they were all alive when they arrived here. They are certainly a fine bunch of chicks and very lively, after coming such a long distance. Please accept my thanks for the extra ones.
Yours respectfully,
MRS. THOS. HURST.

CHICKS ARRIVED RIGHT WHEN I WANTED THEM

Asbury, N. J.
Dear Friend:
Received the chicks just when I wanted them. All were alive. Thanks for the extra ones.
Yours very truly,
MRS. J. C. BIDROP.



BREEDS OF FOWLS WE HANDLE

We handle a large variety of fowls, in fact all that are of importance, those that have real merit. We do not have space to give an extended description of each one or show a picture of each, but a short description.

BARRED PLYMOUTH ROCKS

The old American standby, a DIAMOND Strain special. See prices on page 11.

WHITE PLYMOUTH ROCKS

Popular breed and used to a great extent for broilers and early friers.

Our Diamonds are leaders.

See prices on page 11.

BUFF PLYMOUTH ROCKS

Another strictly American fowl and very popular, rich buff color. See prices on page 11.

SILVER PENCILED ROCKS

A Rock in shape and form with a Silver Penciled plumage. See page 11 for prices.

BUFF ORPINGTONS

Well liked for size and winter production of eggs. Our Diamond strains are very popular. See prices on page 11.

WHITE ORPINGTONS

Like the Buff Orpingtons except in color, a popular Diamond strain. See page 11 for prices.

WHITE WYANDOTTES

Very hardy, prolific and popular breed, used much for broilers and early friers. Our Diamond Strains are super quality. See page 11 for prices.

SILVER LACED WYANDOTTES

A beautiful colored bird and much sought for its plumage. See page 11 for prices.

GOLDEN LACED WYANDOTTES

Yellow and white laced plumage instead of black and white as the Silver Laced. See page 11 for prices.

RHODE ISLAND REDS

(Single or Rose Comb)

Greatly admired and popular breed. Our Diamond

strain is a rich mahogany red to the skin, extra layer and all purpose breed. See page 11 for prices.

RHODE ISLAND WHITE

(Single or Rose Comb)

Just like their sisters, the Red. Our Diamond strain of Rhode Island Whites have real quality. See page 11 for prices.

DARK CORNISH FOWL

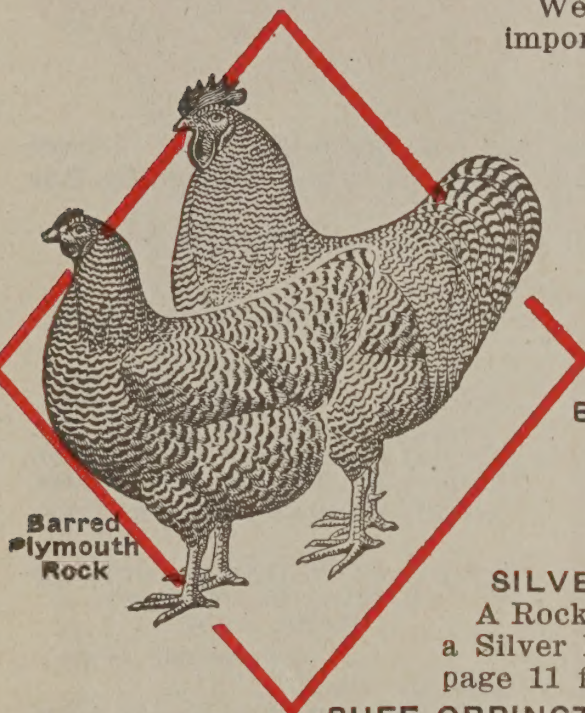
One of the older breeds and perhaps the best table bird there is. Our Diamond strains are fine. See page 11 for prices.

LAKENVELDERS

One of the new beautiful fowls of the Leghorn type except a little larger. See page 11 for prices.

JERSEY BLACK GIANTS

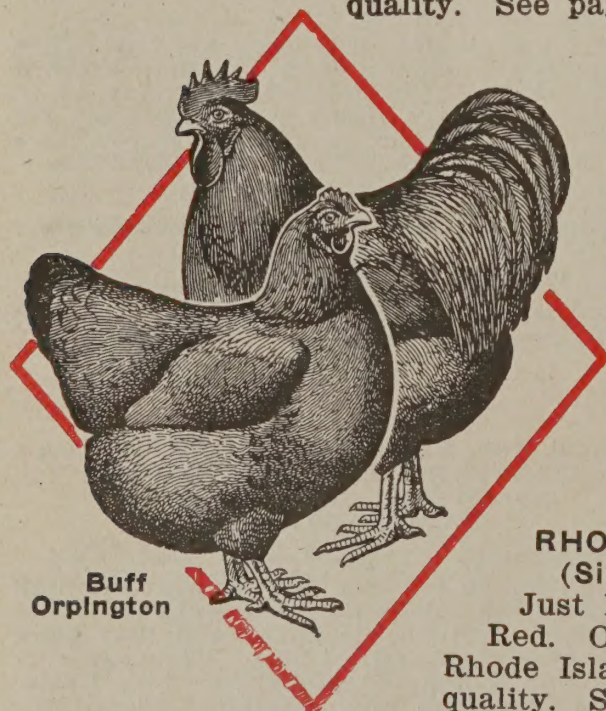
The most widely advertised fowl today with much merit. Large, heavy and good egg producers. Our Diamond strains are leaders in this breed. See page 11 for prices.



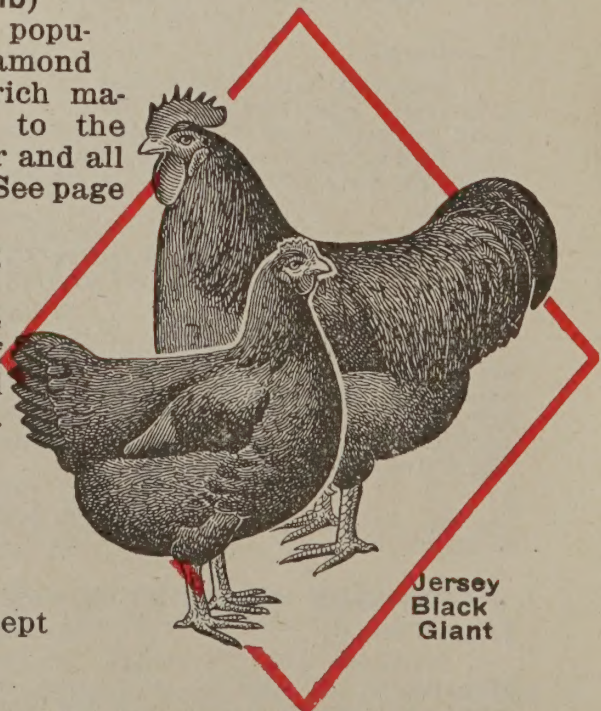
Barred
Plymouth
Rock



Silver
Laced
Wyandottes



Buff
Orpington



Jersey
Black
Giant



BREEDS OF FOWLS WE HANDLE

LIGHT BRAHMAS

The Royal Diamond strains are very fine and are large, majestic and popular. Prices on page 11.

BLACK LANGSHANS

An old breed with a great many admirers. Large, black, long feathered legs makes them have a fine appearance. See prices on page 11.

WHITE LANGSHANS

Just like the Black only white in color, which is generally preferred. Our Diamond strains are unusually fine, and popular. See page 11 for prices.

WHITE LEGHORNS (Single or Rose Comb)

The most popular fowl of them all. The egg producer. Our Diamond strains are unusually fine, and of the highest quality. See page 11 for prices.

BROWN LEGHORNS

(Single or Rose Comb)

Some prefer the brown color instead of the white. Our Diamond strains have real merit. See page 11 for prices.

BUFF LEGHORNS

Beautiful Buff color. Our Diamond strains are the true Leghorn type, large and wonderful egg producers. See page 11 for prices.

MOTTLED ANCONAS

One of the best money makers in the poultry world. Our Diamond strain has the strong laying qualities, rich color, and high quality. See page 11 for prices.

SINGLE COMB WHITE MINORCAS

The coming popular breed. They have the laying qualifications of the Leghorns only larger and a genuine all purpose fowl. Our Diamond strain has the super quality. See page 11 for prices.

SINGLE COMB BLACK MINORCAS

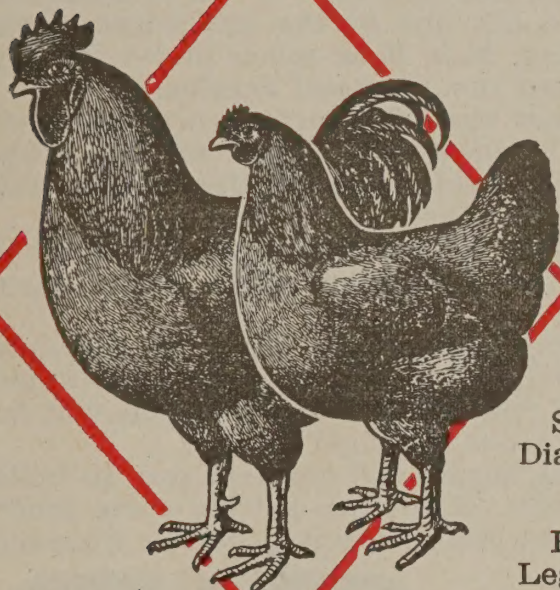
The color is the only difference. They have been bred longer and are an old variety and a very popular variety. See page 11 for prices.

BLUE ANDALUSIANS

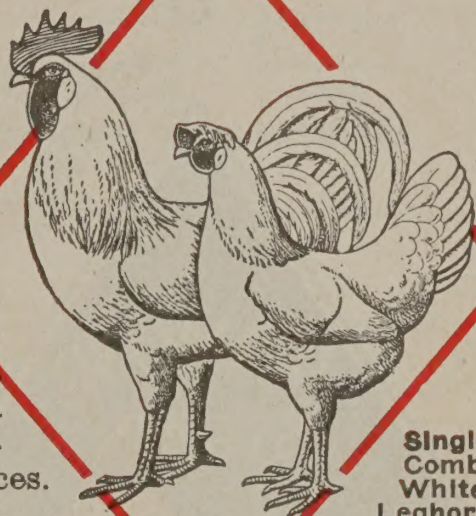
The fowl with national colors, red comb, white ear lobe, and blue plumage. They are of the egg producing type. See page 11 for prices.

SILVER SPANGLED HAMBURG

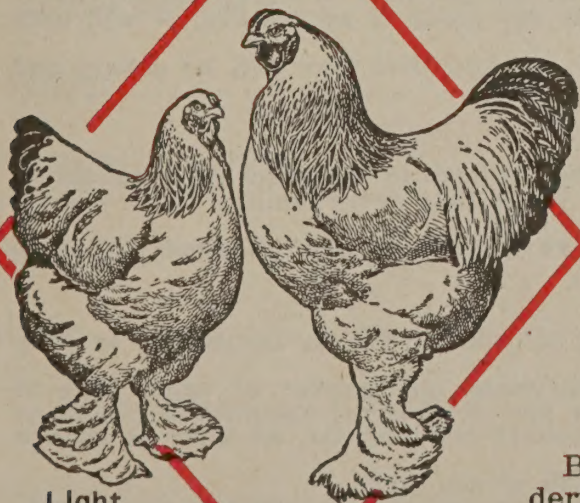
Beautiful plumage and a flock of them are surely a wonderful sight. Leghorn type and egg producers. See page 11 for prices.



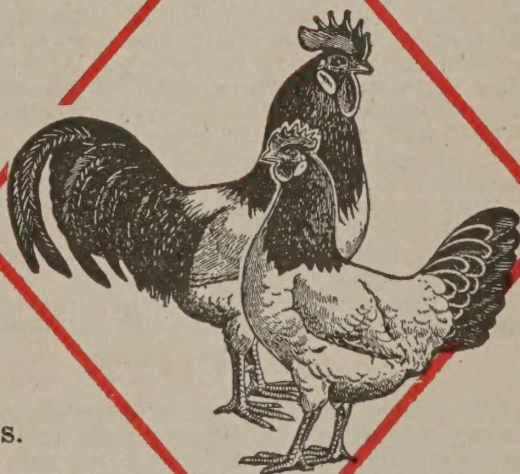
Rhode
Island
Reds



Single
Comb
White
Leghorns



Light
Brahmas



Lakenvelders

Diamond Chick Quality

is ample assurance of
good steady profits right from the start



Everyone who raises poultry or everyone who is going into the poultry business from the person in humble circumstances to the multi-millionaire, wants to make a profit. They all get a thrill out of the profit part of raising poultry. To do this it takes quality, and the Diamond Strain is the highest quality, and gives assurance of good profits.

DIAMOND STRAINS stand for quality built up and bred up by authorized experts, who have made a study of the Poultry Business. They are the "brand of quality" and only authorized firms are allowed to offer Diamond Strain for sale. We are one of the authorized firms and I am glad to say, have done much to put Quality and Distinction into the Diamond Strains.

You well know that the success of your start in the poultry business—the profit of your first flock, hinges on the health and vitality that is bred into your first Baby Chicks.

Our Diamond Strain is your protection that there is quality and vitality bred into every chick you receive from us.

Diamond Strains are Bred-to-Lay, which is the only basis on which you can build up a successful and profitable business in poultry. So if you are just starting you will be fully protected by sending for our Diamond Chicks.

The Diamond Strain is the surest and quickest way to build up your present flocks into profit. If you are getting some profit from your flocks now you will get lots of profit from the Diamond Strain.

CUSTOM HATCHING

Let us do your hatching. We can do it cheaper than you can yourself.

A great many of our customers have a flock of good breeding, which gives proper results, and therefore like to hatch chicks from their own eggs. We have sufficient incubator capacity so you can bring your eggs to the hatchery and have them hatched at a very low cost. It means a lot of time and trouble saved besides liability of loss of the hatch if you hatched your own chicks.

With our expert knowledge of incubation, and spending our entire time in watching eggs 24 hours a day, you may be assured of a good strong chick in every hatchable egg.

We will take your eggs any day during the hatching season, as we set our incubators at least two times each week. We have the very best and latest electric incubators that hatch the most and strongest chicks.

You are assured of getting your own chicks, as we use a double checking system for all custom hatching. After the chicks are hatched they will be given the proper care to avoid chilling, overheating and crowding. We will notify you when the chicks are ready if you desire, or will ship them to you.

We guarantee to hatch all hatchable eggs that you bring us, and that they will be strong and vigorous, and that you will get every chick hatched from our eggs.

COST OF CUSTOM HATCHING

My prices on Custom Hatching are so low that you cannot afford to do your own hatching. There are so many advantages of having your eggs hatched by us that every poultry raiser should have a number of eggs for us this season.

If possible, we would like to know in advance if you have a large number of eggs to set so we can plan on them.

LOW PRICES

I am making a very low price for early custom hatching in order to fill my incubators as soon after January 1st, as possible.

There is considerable difference as to price of custom hatchings as number of eggs, time of year, and kind of eggs. The thing to do is to come and see me or call me up on the phone or write me. This price of custom hatching is a matter of personal negotiations, as there is such a difference of circumstances and I treat all alike.

I assure you I will make such an attractive price that it will please you.

When you put eggs in our Mammoth electric Petersime you are assured of receiving the greatest number of chicks, and also the largest, strongest and most fluffy chicks you ever owned.

You will get enough more chicks from our hatchery that the difference will more than pay for the hatching.



PRICE LIST



BABY CHICKS

You Can Save Money By Ordering Early

SHIPMENT MADE ANY TIME YOU DESIRE

SEASON'S LOWEST PRICE. Orders must reach us by February 1, 1929.

This is the big discount side. It is a great advantage to us to get your order well in advance and you profit by it. These prices save you money. Three days grace allowed.

NEXT LOWEST PRICES OF THE SEASON. When you order after February 1, and three weeks before delivery date. Good discount for early orders. It is worth a great deal to us to get your orders ahead of delivery date, and we make it worth while to order ahead.

1000	500	100	50	25	VARIETY	25	50	100	500	1000
Chicks	Chicks	Chicks	Chicks	Chicks		Chicks	Chicks	Chicks	Chicks	Chicks
\$102.50	\$55.00	\$11.25	\$6.00	\$3.25	White Leghorns, American or English.....	\$3.50	\$6.50	\$12.25	\$58.75	\$112.50
102.50	55.00	11.25	6.00	3.25	Brown Leghorns, Single Comb.....	3.50	6.50	12.25	58.75	112.50
117.50	61.25	12.75	6.75	3.60	Anconas, Buff or R. C. Brown Leghorns..	3.90	7.25	13.75	66.25	127.50
127.50	66.25	13.75	7.20	3.90	Barred Plymouth Rocks.....	3.95	7.50	14.50	69.50	135.00
127.50	66.25	13.75	7.20	3.90	Write or Buff Plymouth Rocks.....	3.95	7.50	14.50	69.50	135.00
200.00	102.50	21.00	11.00	5.75	Silver Penciled Rocks.....	6.00	11.50	22.00	107.50	210.00
125.00	65.00	13.50	7.00	3.75	Rhode Island Reds, Single Comb.....	3.90	7.50	14.25	68.75	132.50
127.50	66.25	13.75	7.25	3.90	Rhode Island Reds, Rose Comb.....	3.95	7.50	14.50	69.50	135.00
127.50	66.25	13.75	7.25	3.90	Rhode Island Whites, Rose or S. C.....	3.95	7.50	14.50	69.50	135.00
125.00	65.00	13.50	7.00	3.75	White Wyandottes.....	4.00	7.50	14.50	70.00	135.00
132.50	68.75	14.25	7.50	4.00	Silver Laced Wyandottes.....	4.25	8.00	15.25	73.75	142.50
142.50	73.75	15.25	8.00	4.25	Golden, Gol. or Buff Wyandottes.....	4.50	8.25	16.25	77.50	152.50
127.50	66.25	13.75	7.25	3.90	Buff Orpingtons.....	3.95	7.50	14.50	69.50	135.00
135.00	70.00	14.50	7.50	3.95	White Orpingtons.....	4.25	8.00	15.50	75.00	145.00
145.00	75.00	15.50	8.00	4.25	White Minorcas.....	4.50	8.50	16.50	80.00	155.00
175.00	90.00	18.50	9.50	5.00	Black or Buff Minorcas.....	5.25	10.00	19.50	95.00	185.00
175.00	90.00	18.50	9.50	5.00	Dark Cornish or Blue Andalusians.....	5.25	10.00	19.50	95.00	185.00
170.00	82.50	17.00	9.00	5.25	Light Brahmas.....	5.50	9.50	18.00	87.50	180.00
157.50	81.25	16.75	8.75	4.60	White or Black Langshans.....	4.90	9.25	17.75	86.25	167.50
190.00	97.50	20.00	10.25	5.50	Jersey Black Giants.....	5.75	10.75	21.00	102.50	200.00
200.00	102.50	21.00	10.75	5.75	Lakenvelders	5.75	11.00	21.50	105.00	205.00
200.00	102.50	21.00	10.75	5.75	Silver Spangled Hamburgs.....	5.75	11.00	21.50	105.00	205.00
102.50	55.00	11.25	6.00	3.25	Heavy Assorted (For Broilers).....	3.50	6.25	12.00	57.50	110.00
90.00	46.25	9.75	5.25	2.90	Mixed Assorted (For Broilers).....	3.00	5.50	10.50	52.50	100.00

NOTICE—If you come to the Hatchery deduct 1/2c per chick as it saves me the postage. It will pay you to come and see us.

100% Live Delivery Guaranteed—Delivery Charges Paid

REGULAR CHICK PRICES—FOR QUICK DELIVERY

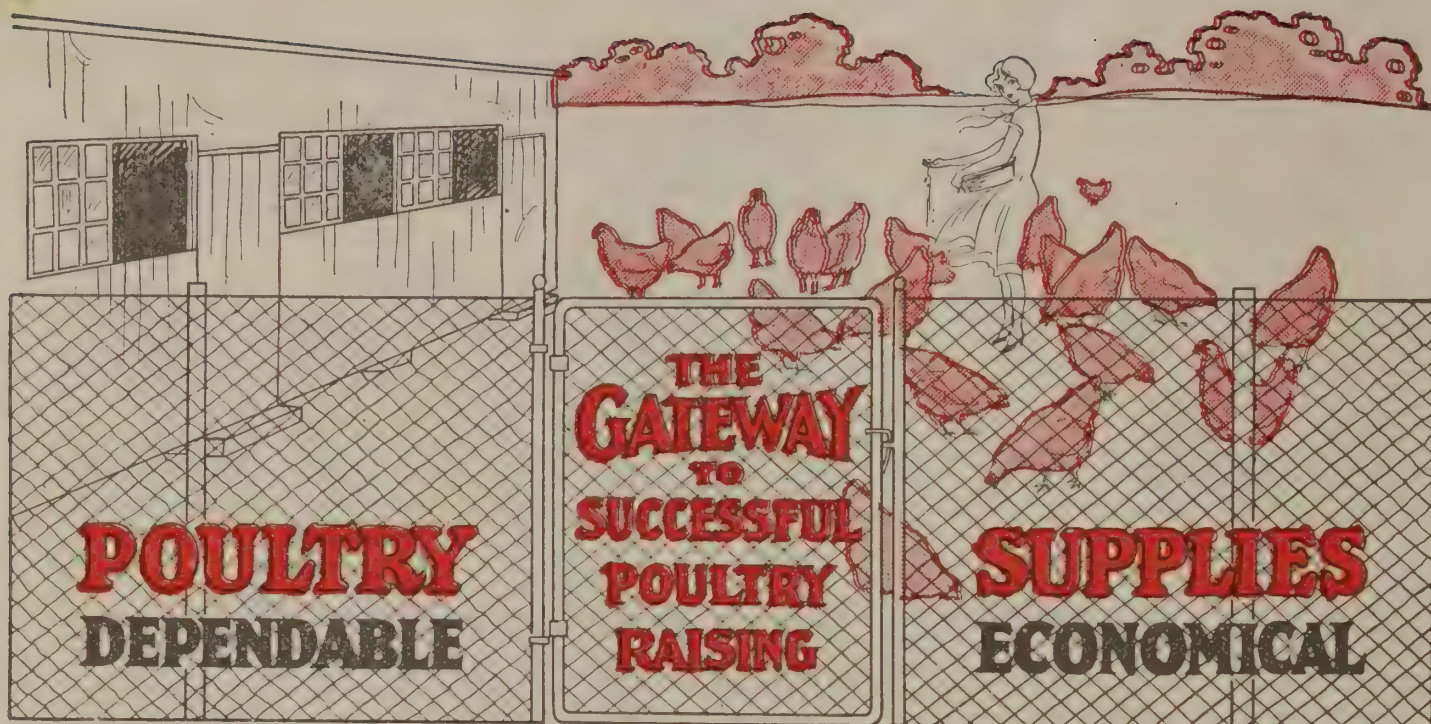
After January 20, 1929, add 1/2c per chick to right hand prices above if you want quick delivery. These are our regular season's prices, and are all very low for the quality we offer you.

Only a Small Deposit Required With Order

Just send a reasonable amount—5% to 25% of the total order—more would be appreciated. Send the balance a week or two before delivery date.

IF YOU WISH, WE WILL SHIP C. O. D. FOR BALANCE DUE.

Diamond Strain Stands for Quality, Service, and a Square Deal



**POULTRY
DEPENDABLE**

**THE
GATEWAY
TO
SUCCESSFUL
POULTRY
RAISING**

**SUPPLIES
ECONOMICAL**

Adjustable Non-Spill Fountain

Buttermilk Feeder

Can feed any liquid, wet or dry mash. Constructed of stoneware, glazed inside and out. Absolutely prevents spilling. Has large free flowing opening. This is our best seller to those who see them.



Price: One gallon size, \$1.15, post-paid to you.

Baby Chick Feeders

Prevents waste of feed, keeps the food clean and sanitary. No

raw edges. Will last indefinitely.

Price: Galvanized, 10 holes, 25c each; 20 holes, 40c each. Aluminum, 10 holes, 40c each; 20 holes, 75c each. Postage paid.

"Silo" Mash Feeder

A collapsible, round, dry mash feeder. Built like a telescope. Can be set up in a jiffy, only six bolts. Note the strong substantial base, 9½ inches above ground and above litter. Cone top keeps hens from roosting. Feeds down very evenly. Try a "Silo" for satisfaction.



Price: 60 Pounder, weight 16 lbs., \$3.25; 100 Pounder, weight 22 lbs., \$4.25. F. O. B. Factory.

Berry's Top Fill Fountain

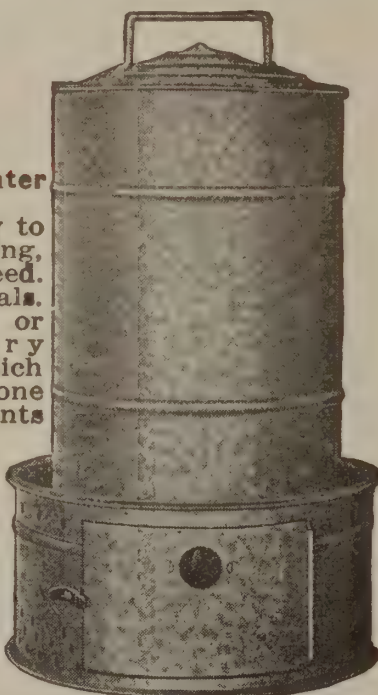
With or Without Heater

Easy to clean, easy to fill, no spill, no lifting, a size for every need. Made of best materials. Can be used with or without base. Very large lamp bowl which burns 24 days on one filling. Hold 4½ pints of oil.

Water trough all around fountain, giving lots of space. Can be used for baby chicks nicely.

Price: Fountain only, (without heater), 3 gallon, \$1.65; 5 gallon, \$2.15; 10 gallon, \$3.35.

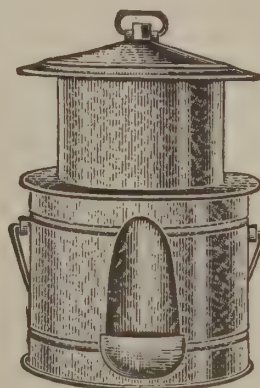
Fountain with Heater: 3 gallon, \$2.95; 5 gallon, \$3.35; 10 gallon, \$5.45. Heater only, \$1.60.



Top Fill Non-Freeze

Something new. Very easily filled without spilling. Most convenient fountain ever made. No valves or floats—completely simple. Double walled, heavily insulated. Can be cleaned when filled.

Price: 3 gallon fountain, \$2.80; 5 gallon, \$3.20. F. O. B. Factory.



THREE-CUP TOP FILL NON-FREEZE

New and better. Three cups instead of one, so hens drink from every side. Entirely eliminates scanty drinking space found in other founts. Otherwise same as above.

Price: 3 gallon, \$3.05; 5 gallon, \$3.45.



DIAMOND STRAIN CHICKS *are* PROFITABLE



Berry's Roup Cure

Roup is the worst disease and the greatest loss of the poultryman. You must guard against this terrible affliction. Prepare yourself by getting a preventive and get ahead of the disease. Watch the discharge at the eyes and nostrils, the rattling in the throat, etc. This roup cure is in powdered form, put it in the drinking water and the fowls take their own medicine.

Price: 50c and \$1.00 size boxes, Postpaid to you.

Berry's Cholera Cure

Cholera is a very bad disease among fowls. This remedy will relieve and cure. Keep a supply on hand at all times for a preventive. Cholera is a dysentery among fowls. Full directions with each package.

Price: 50c and \$1.00 size boxes, Postpaid to you.

Berry's White Diarrhoea Remedy

The greatest remedy for this plague that is known. A great preventive, so don't wait until the trouble starts. Put in your drinking water and save all your chicks and poultry.

Price: 50c and \$1.00 size boxes; 6, \$1.00 boxes, \$5.00. Postpaid to you.

PEAT MOSS

THE IDEAL POULTRY LITTER

Peat moss is the very best poultry and brooder house litter. It is very economical too. It does not have to be replaced very often. The wonderful thing about this litter is, it will absolutely stay sanitary for many months without renewing. Peat moss is dry and warm, absorbs 10 times its own weight in moisture. It is also clean, a natural disinfectant and the best deodorizer known. Ideal Poultry Litter is springy and soft, keeps feet in good healthy condition.



Ideal Poultry Litter

ed up will cover about 300 square feet at one inch deep, cheaper than any other material when you consider its worth in labor saving utility.

DIRECTIONS FOR USE

The best results are obtained by a litter of at least 3 inches deep on the scratching floor. Keep adding a little from time to time until it is 4 to 5 inches deep. This is for mature fowls, for baby chicks in brooder houses, the thickness should need not be over 1 inch.

Price: 1 bale weighing approximately 180 lbs., \$4.80; two bales, \$4.70 each; three or more bales, \$4.60 each.

Write for prices in large quantities. Peat Moss is endorsed by the U. S. Department of Agriculture.

This Ideal Poultry Litter is the most economical litter you can use, cheap in first cost and will outlast any other material and at the same time gives better satisfaction. Peat moss is packed in heavy compressed bales and when loosened

Berry's Sure Insect Powder

Absolutely necessary where lice and vermin get on your fowls. This preparation cannot be excelled for young chicks and matured fowls. Keep a good supply of this high grade powder on hand at all times.

Price: 25c for 1 lb. box. Add 10c extra if by mail.

Lime Nest Eggs

A coxer in winter when eggs are valuable. Are insulated so they do not get cold. Will not break, are a natural egg disinfectant, do not chill in damp or cold weather, more practical, low in price.

Price: 1/2 doz., 35c; 1 doz., 60c; 2 doz., \$1.00; 3 doz., \$1.35. Postpaid to you.

Petty Poultry Punch

Handiest, simplest and easiest operating too punch on the market. Steel and nickel plated. Punches a clean hole and will not bruise the foot. Price, 25c postpaid.

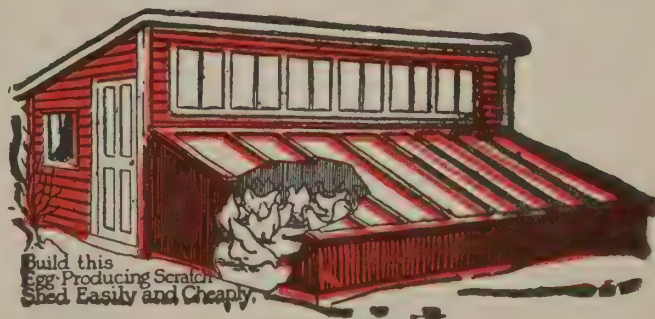
Adjustable Leg Bands

Made of aluminum—the best grade. Neat, strong, durable, easy and quick to put on, have a double lock.

Price: 30c for 25; 50c for 50; 75c for 100; \$1.00 for 200; \$3.35 for 500; \$6.00 for 1000. Numbered from one up to one hundred. Postpaid to you.

FLEX-O-GLASS

ULTRA-VIOLET RAYS

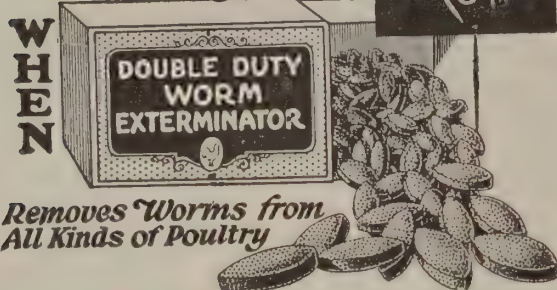


Flex-O-Glass has proven the biggest money maker of modern times in the Poultry Yard. Science has discovered that the Ultra Violet rays are the vitamin producers that increase egg production. Glass cloth can be tacked on your scratch sheds, brooder houses, hen houses, and it has also proven a wonderful fine thing for hog houses and hot beds. The same Ultra-Violet rays influence all forms of animal and vegetable life.

SPECIAL TRIAL OFFER

5 yards covers 3x15 ft. surface.....	\$2.00
10 yards covers 3x30 ft. surface.....	3.50
15 yards covers 3x45 ft. surface.....	5.00
25 yards covers 3x75 ft. surface.....	8.00

You Feed These! Why?



Removes Worms from
All Kinds of Poultry

Double Duty Worm Exterminator Tablets

We have here a real wormer, one that will leave the fowls in perfect condition, and in a reasonable time will be back to health and production. So many worm expellers produce conditions in fowls even worse than caused by worm infestation. NO BAD AFTER EFFECTS WITH DOUBLE DUTY EXTERMINATOR TABLETS. This tablet has proven its worth as a killer and expeller of both round and tape worms in poultry and will do it in 2 to 3 hours.

A great many diseases are directly or indirectly caused by worms. Poultry infested with worms have the same symptoms as Tuberculosis; worm conditions are very often mistaken for other more serious diseases. Worm your fowls by all means now and note the wonderful transformation.

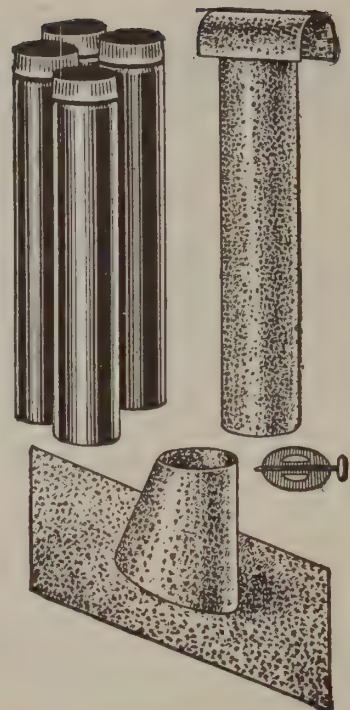
DIRECTIONS

1 tablet for each chicken weighing 1½ lbs. or over.

2 tablets for Turkeys.

Place the tablet in the bird's throat far enough back so the fowl will complete the process of swallowing. Seldom second dose is necessary.

Prices: 1 box containing 100 tablets, \$1.50, postpaid.



PIPE OUTFIT FOR COAL BROODER STOVE

We have an outfit here that meets all requirements, and is cheaper than you can have them made. Flange piece adjustable to fit any roof pitch. Is fireproof at the roof. Is very neat, and makes brooder do its best work. Brooder stove installation not complete without it. Consists of 8 ft. pipe, roof stack, hood for top of stack, roof flange, pipe damper.

Price complete, \$2.95, Postpaid to you.

Diamond "Twin Blast" Oil Burner Brooder

—For Economy

Distillate Burning Sixteen Feet Flame Travel Eliminates Labor

—For Safety

Limitless Heating Ability. A "Won't Go Out" Burner. Freedom From Fire Hazard

The "TWIN BLAST" has these sterling qualities:

Broods any number of chicks.
Works under any weather condition.

Requires practically no attention.
Most Economical.

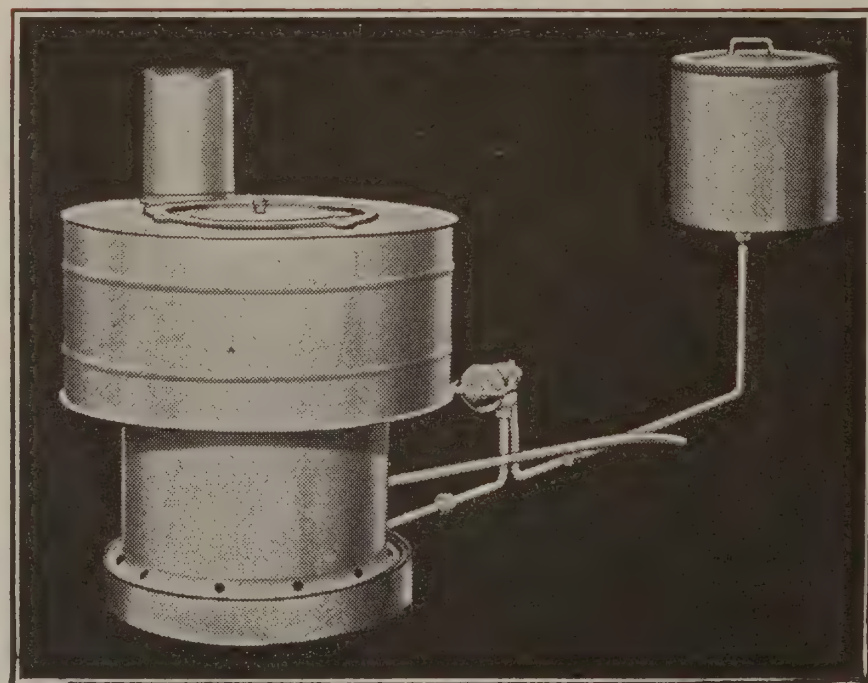
It Will Not—

Go out with fuel in tank—
Explode or cause fire—
Smoke, soot or gas.

CONSTRUCTION: Blue steel, large heater, 16 feet of flame travel, cast iron trimmings. Ten gallon oil reservoir, positive shut-off valve with strainer, burner uses kerosene, or AUTOMATIC CONTROL—ALWAYS ON GUARD.

Thermostatic control meets any temperature variation, absolutely positive at all times.

"Twin-Blast" complete (no canopy), weight 88 lbs.	\$16.25
"Twin-Blast" with 52-inch canopy, weight 112 lbs.	19.75
"Twin-Blast" with 62-inch canopy, weight 120 lbs.	22.00



**No Priming Needed —Saves One-Third
Fuel Cost—Most Popular New
Brooder Made**

14 Order Early. Save Money. See Page 11. A. E. Dennis, Mgr., Knoxville, Iowa

From.....

Post Office.....

St. or R. F. D. State.....

A Two
Cent Stamp
Here Will
Bring You
\$ \$ Later

Knoxville Poultry Farms & Hatchery,

A. E. Dennis, Manager

KNOXVILLE,

IOWA

DO BACK TO HEALTH & EXHAUSTION
DIAMOND STRAIN CHICKS ARE PROFITABLE

Your Order Is Your Success

EVERYTHING FULLY GUARANTEED

Find Enclosed

— 100 —

Cash

Date.....

Call for more ORDER SHEETS AND RETURN ENVELOPES when you want them.

DIAMOND BROODER HOUSES

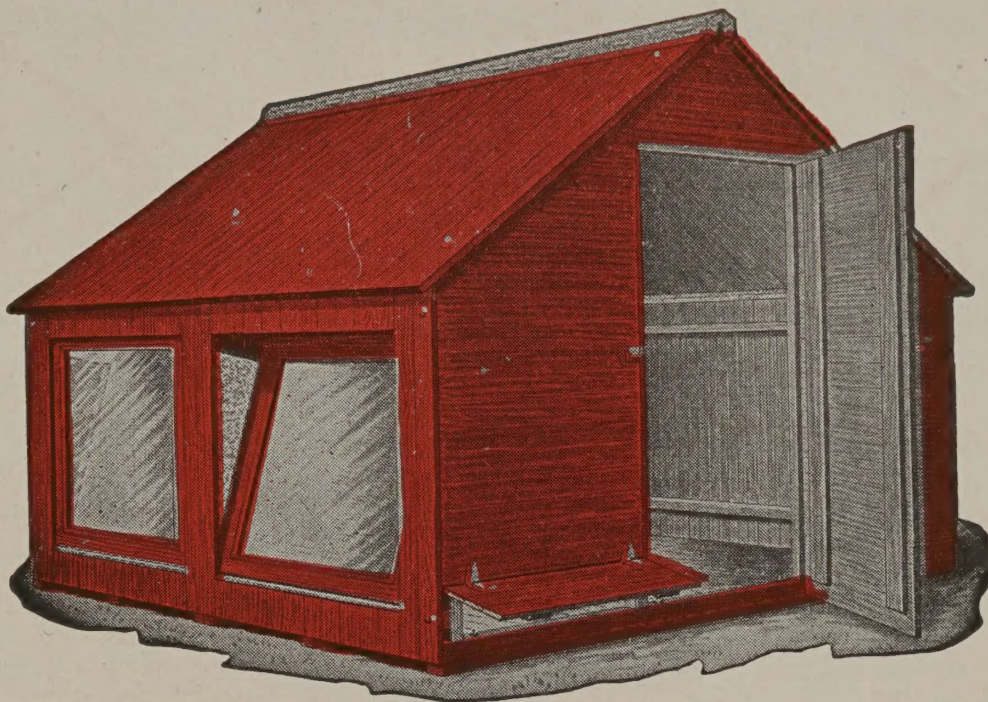
A Real Home at Very Low Cost

NONE BETTER AT ANY PRICE

I contend that raising chicks without proper brooding quarters is up-hill business with a pretty heavy load. It does not take very many extra chicks, which you would be able to raise with better facilities and dry, warm quarters to pay for one or more of these houses.

You have thought of adding one or more houses to your poultry equipment, I am sure. You realize perhaps how some of your friends are raising a thousand chicks while you have difficulty in raising a hundred—all because they have the conveniences with which they are able to raise more chicks with less work and worry.

I want you to give the **DIAMOND BROODER HOUSE** very careful and serious consideration. Note the extra rigid construction, the convenient features such as: Easy to enlarge the house by adding more sections, easy to clean, double floor and many other items embodied in it to make the best house on the market



DIAMOND BROODER HOUSE COMPLETE. A sturdy, complete house at a mighty low cost.

as: Easy to enlarge the house by adding more sections, easy to clean, double floor and many other items embodied in it to make the best house on the market

CONSTRUCTION

The walls, ends and roof are tongued and grooved and creosoted. This makes a permanent building that is damp proof and vermin proof.

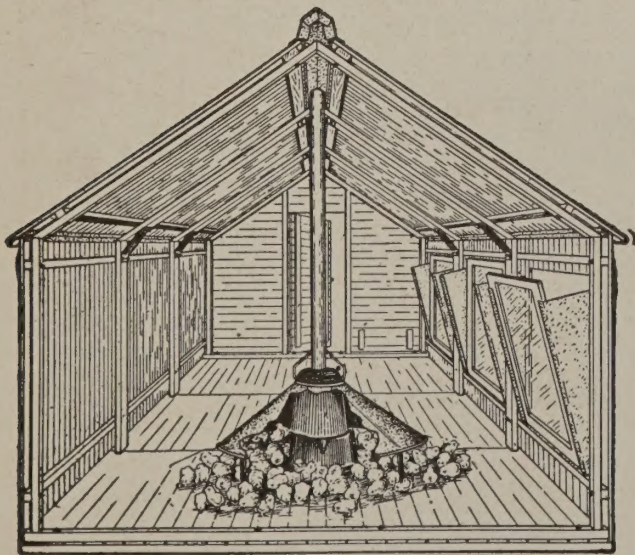
DOUBLE FLOOR: The double floor is absolutely necessary to insure full protection. The top floor is clear matched fir tongued and grooved and the bottom floor is yellow pine. Both floors are thoroughly creosote treated.

BUILT OF BEST MATERIALS

DIAMOND BROODER HOUSES are built of the best materials obtainable. Selected number one grade kiln dried matched fir, free from knots is used in the sides, ends and floor, and roof, and is tongued and grooved throughout and all thoroughly creosote treated. **IT WILL NOT ROT—BUILT TO LAST A LIFETIME.** The **DIAMOND** house is shipped complete. Everything is furnished, bolts, hardware, Vio-ray Screen glass for windows. The windows and doors are fitted at the factory.

RAT PROOF—VERMIN PROOF—DAMP PROOF

Every piece of lumber used in the **Diamond Brooder House** is thoroughly creosote treated which insures you that your chicks will be free from lice, vermin, dampness and disease. Lice and vermin cannot exist around creosote and you need have no further worry from rats. Rats cannot gnaw through the double floor which is creosote treated. Many poultry diseases, such as roup, cholera, colds and rickets are caused by drafts and wet, damp houses. The **Diamond Brooder House** is an insurance against these diseases. The side windows provide perfect ventilation under all weather conditions.



Interior of 8x12 with end cut away. Note substantial framing.

LOOK AT THESE LOW PRICES

No. 1—8x8 ft. square—2 Vio-Ray windows. Double Floor, 7 ft. high, complete, F. O. B. Factory. WE ALLOW \$2.50 **\$45.00**
FREIGHT.....

No. 2—8x12—96 square feet, 1½ times the size of No. 1. Double floor, 3 Vio-Ray windows, complete, F. O. B. Factory. WE ALLOW \$4.25 FOR FREIGHT..... **\$66.40**

No. 3—8x16—Model 16 Poultry House—The ideal two-room house with door partition in middle making two 8-ft. rooms, 8 ft. wide, 16 ft. long, 7 ft. high, 4 Vio-Ray windows, double floor, complete F. O. B. Factory. WE ALLOW \$4.75 FOR FREIGHT..... **\$88.50**

IN ADDITION TO THE ABOVE LOW PRICES WHEN 200 CHICKS OR MORE ARE ORDERED WITH A BROODER HOUSE FIGURE THE CHICKS AT 1½¢ PER CHICK LESS THAN REGULAR CHICK PRICES.

WHEN BROODER STOVES ARE ORDERED WITH BROODER HOUSE FIGURE YOUR STOVE AT \$2.00 REDUCTION.

write us for Special Prices on any combination of Houses, Brooders, Chicks, or anything you want in quantities.

"Blue Diamond" **COAL** Brooder Stoves

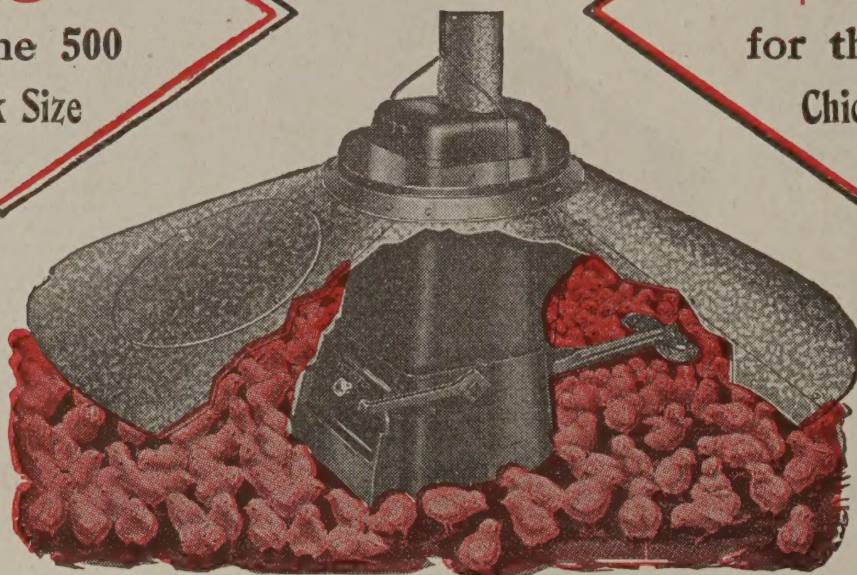
\$13³⁵

for the 500
Chick Size

\$15⁸⁵

for the 1000
Chick Size

**BURNS
HARD OR
SOFT
COAL**



**BIG HINGED
TOP DOOR
GREATER
COAL CAPACITY**

The only successful way to raise baby chicks is to give them the protection of a brooder house and a good reliable brooder stove. You will be delighted with this brooder stove of mine—and I know from many years experience that this is the best and most economical stove to buy.

CONSTRUCTION—Built of heavy stove iron that will last indefinitely. Double disc thermostatic wafers control the heat by working the check and draft automatically. Canopy is of heavy galvanized iron properly supported. The patented by-pass control exercises positive and complete command over combustion. The baffle plate makes the **DIAMOND** the easiest stove on the market to clean. Furnished with ropes and pulleys to raise and lower canopy as desired.

FUEL—Burns any kind of coal. Many stoves burn only hard coal but this stove is adaptable to any.

EASY TO OPERATE—Setting the wafers will properly control heat. All you have to do is to put in coal twice a day and take out ashes—all the rest is absolutely automatic after your stove is properly regulated.

BIG DISCOUNT FOR EARLY ORDERS—If you send in your order before February 1st we will allow you a special reduction of \$1.00 on any stove listed—either coal or oil. You do not need to send all the money—just make a small deposit and send the rest later when you want the stove shipped.

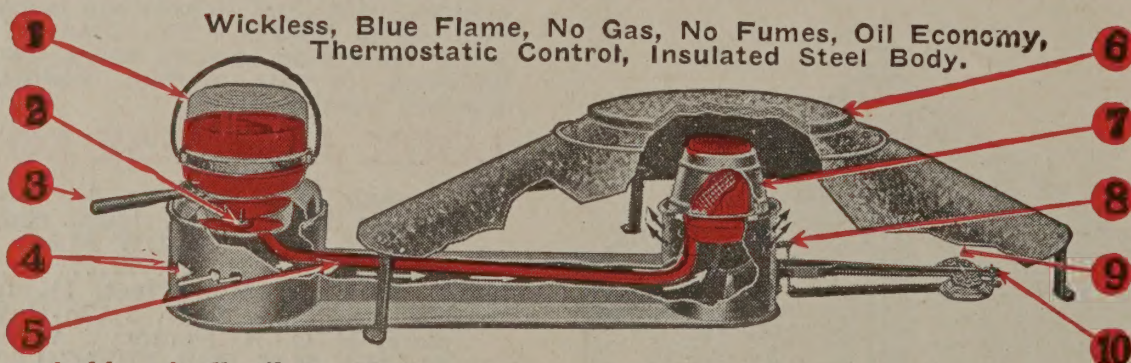
PRICE OF STOVES

500 Chick size; 42 in. canopy.....	\$13.35
1000 Chick size; 52 in. canopy.....	15.85
1400 Chick size; 62 in. canopy.....	18.65

"Blue Diamond" **OIL** Brooder Stoves

**Blue Flame
Wickless
No Gas
No Fumes
Oil Economy
Thermostatic
Control
Insulated
Steel Body**

Wickless, Blue Flame, No Gas, No Fumes, Oil Economy, Thermostatic Control, Insulated Steel Body.



The most remarkable of all oil brooders. Remarkable in its extreme simplicity and ease of handling. The new exclusive insulated canopy prevents waste of heat and insures adequate warmth with oil economy. Does not require generating with gasoline.

NO TROUBLE. NO DANGER. CANNOT OVERFLOW. SELF VENTILATING. USE ON ANY FLOOR. NO EXACT LEVELING NEEDED. POSITIVE THERMOSTAT ALWAYS WORKS.

The ten points are: 1—Oil reservoir. 2—Oil feed. 3—Regulating handle. 4—Air intake. 5—Fuel feed pipe. 6—Insulated canopy top. 7—Wickless burner. 8—Regulator.

arm. 9—Thermostatic control assembly. 10—Adjusting screws.

WE RECOMMEND this oil burner because it has so many superior features and really gives better satisfaction. We have tried a great many and find most of them are unsafe, and a great many are too expensive. We can guarantee this brooder because we know it will do the work easily, safely and economically.

PRICES

300 chick size—32-in. canopy.....	
500 chick size—42-in. canopy.....	\$11.85
1000 chick size—52-in. canopy.....	13.35
Shipped by express from factory.	14.85

Sold Strictly on a Money Back Guarantee